

The Center for Advanced Media Studies
P.O. Box 12266
Overland Park, KS 66282

The Center for Advanced Media Studies presents:

***"Hi-Touch Communications in a Hi-Tech Era: Crisis
Communications & Media Response Training for Community
and Business Leaders"***

September 26, 2006 in Helena, Montana

"I wish I had participated in this course before I entered public service. I would have been a much more effective communicator!"

**Senator Daniel Coats
U.S. Ambassador to Germany**

"I've been in a lot of media training sessions, but this was simply the best!"

Stephen Carley, CEO, Universal Studios Hollywood

"I learned more in one hour in this exceptional seminar than I did in day-long media training sessions from others!"

W. Ronald Olin, Ph.D., Chief of Police

"This is the best public appearance - media-prep course I've ever taken. I'm going to review my notes again before my next national book tour"

**Lucian K. Truscott IV, Author of the best-selling novels,
Army Blue, Heart of War, and the HBO Movie - Dress Gray**

"In my 25 years in education as a teacher and administrator, Dick's workshop ranks at the very top of all the professional training sessions I've ever attended!"

**John Aucott, Director
Rhode Island Emergency Management Agency**

These comments are typical in response to this internationally-acclaimed seminar taught by Richard Brundage, President of the Center for Advanced Media Studies. Dick and I are pleased to offer this unique, one of a kind, 6 hour highly interactive workshop to the Helena Community, on September 26, 2006 at Carroll College, Campus Center, Avila/DeSmet/Rice Rooms.

Seating will be limited to the first 60 participants who pre-register. I personally urge you to fax or mail the registration form and pre-register key personnel from your organization for this timely and much needed seminar. The cost is an unprecedented \$95 per participant. It will not be offered again at this incredible price.

Whether you are seeking to communicate changes in the mission of your organization, branding your organization to distinguish it from all others or to improve your communication, this seminar is a must! From universities, to major chemical companies, medical, industrial, government agencies, Hollywood

celebrities, law firms, school systems and emergency services personnel, this seminar has been taught from Alaska to Australia, throughout the United States and into the Caribbean to standing ovations. This is the same training United States Ambassadors receive.

In this remarkable, day-long experience, you will learn more than 50 techniques for not only dealing honestly and skillfully with the today's news media, but how to perfect any public appearance, from boardroom to broadcast. Richard Brundage teaches from broadcast experience as a former television news anchor, and serves on the crisis management teams for several major U.S. corporations. Don't miss this opportunity!

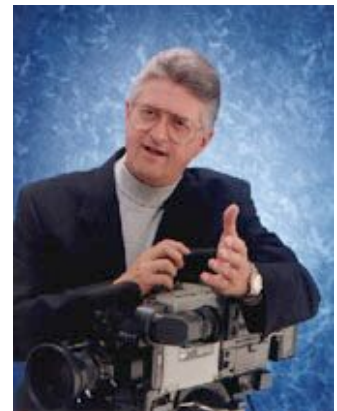
Looking forward to seeing you,

Center for Advanced Media Studies

Richard Brundage, President

Sally M Johnson, J. D.
Senior Faculty
9 Hill Top Drive
Clancy, MT 59634
Ph: (406) 442-3701, Fax: (406) 442-3701

**Hi-Touch Communications in a Hi-Tech Era:
Crisis Communications & Media Response
Training for Business and Community Leaders**



This critically-acclaimed seminar was developed by Richard Brundage, a widely recognized international crisis communications expert, former TV news anchor, producer, and director whose programs have appeared on national television. His critically acclaimed, "live-on-camera" seminar *"Risk Communications and Media Response Training for Today's Leaders"* has received standing ovations around the world. From medical, corporate, legal and educational professionals to government, association executives, and industry leaders, Brundage has trained some of the nation's top executives with his insightful, intensive and practical techniques. His uniquely supportive workshops yield immediate and lasting results for all who participate. *He was recently selected by the State Department to train new U.S. Ambassadors, and in 2001, was the only crisis communicator in North America to be featured in the 60-minute television special, "Global Risk Management."* His message extends far beyond responding to the media: It is "new millennium thinking" about how we all communicate with each other.

**“Hi-Touch Communications in a Hi-Tech Era: Crisis Communications &
Media Response Training for Business and Community Leaders”
September 26, 2006 Agenda**

9:00-9:10	Opening Remarks & Introduction of Richard Brundage, President, Center for Advanced Media Studies --Sally Johnson, J.D., Senior Faculty, Center for Advanced Media Studies
9:10-10:30	Participants will learn: <ul style="list-style-type: none">How to capture 87% of your audience in the first 5 secondsExercises that create image and impressionsHow to "humanize" your organization in any situationThe 4 Instant Lessons of a media interview or speechThe reporter's agenda vs. yoursHow to handle confrontational interviews or audience questionsThe 6 "C's" of professional media respondingNetwork videotape examples of editing for "effect"The two leading character traits viewers look for in a respondentPre-interview techniques to insure a good sound biteTheme and bridging techniques to make sure your agenda is heardThe "Cardinal Rule of Crisis Communications"
10:30-10:45	Morning Break
10:45-12:00	Participants will learn: <ul style="list-style-type: none">"Fact Sheets:" How to write them and make sure they are usedThe magic "12 second" window and how it works for youA look at how newsrooms operate and how decisions are madeDifferences between television, radio and newspaper interviewsCreating your "Image:" How and when to do itWriting for the "ear," not the eyeHow to provide balance to the story-every time"Practice makes perfect" exercises for the senior executiveHow to make sure your message is clearly understood23 different techniques for improving your performance in any media or public appearanceBody language techniques used by the prosHow never to be taken "out of context" again
12:00-1:00	Lunch Break—on your own
1:00-2:30	Participants will learn: <ul style="list-style-type: none">"Case Study" analysis: Participants will be divided into small groups and given case studies on which they will prepare responses. Each case study will represent a real situation relevant to participants, which if improperly managed, would leave a negative impact on the organization involved. "On-camera" exercises begin.
2:30-2:45	Afternoon Break
2:45-3:45	Participants will learn: <ul style="list-style-type: none">"Successful techniques for News Conferences" as well as "Case Studies" continue with on-camera exercises. Tapes are played back and critiques are given by instructor. "Theme building" and sound bite techniques
3:45-4:00	Question and Answer Session
4:00	Adjourn

**CENTER FOR ADVANCED MEDIA STUDIES
SEMINAR REGISTRATION FORM**

**“Hi-Touch Communications in a Hi-Tech Era: Crisis Communications &
Media Response Training for Business and Community Leaders”**

September 26, 2006 9:00 a.m – 4:00 p.m.

**Carroll College
Campus Center
Avila/DeSmet/Rice Rooms (Lower Level)**
1601 N. Benton Avenue
Helena, MT 59625-0002

Cost: \$95 per person--Registration Deadline: September 18, 2006

For more information call: Sally Johnson
9 Hill Top Drive
Clancy, MT 59634
(406) 442-3701

Two easy ways to enroll:

- **Fax (credit card only)**
Fax your completed registration form to **(406) 442-3701**
- **Mail (credit card info, check or purchase order)**
Return registration form to: Sally Johnson
9 Hill Top Drive
Clancy, MT 59634

Make checks or purchase orders payable to: “Center for Advanced Media Studies”

Name: _____

Title: _____

Name: _____

Title: _____

Organization: _____

Type of Business: _____

Street Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

Credit Card information

Credit Card #: _____ Expiration date: ____ / ____ / ____

Name on Card: _____ 3 digit security # ____ ____

Card Billing Address: _____ City: _____ St: _____

Zip _____

For questions and related information contact Sally Johnson at 406 442-3701 or e-mail: sj-law@hotmail.com